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**Arizona State Schools for the Deaf and the Blind  
Media and Communications Division**

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## **For Immediate Release**

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## **Arizona State Schools for the Deaf and the Blind Kicks Off New Partnership with Watermark Retirement Communities**

**Watermark Associates Interact with and Learn from ASDB Students and Staff  
While Helping to Support the Needs of ASDB Students**

**Tucson, AZ, May 23, 2017** – Arizona State Schools for the Deaf and the Blind (ASDB) Superintendent Annette Reichman humbly thanked [Watermark Retirement Communities](#) (Watermark) for its generous donations to ASDB and for showing an exceptional interest in understanding the needs of the blind and the deaf students ASDB serves. Watermark introduced nearly 100 of its own associates from across the country to dozens of ASDB students and staff. The interaction took place on April 26 at the annual Watermark Leadership Summit at the JW Marriott Tucson Starr Pass resort.

At the event, Watermark presented ASDB with a check for \$2,500 and 16 donated bicycles, including tandem bikes which can be enjoyed by all students at ASDB. Throughout the afternoon, Watermark associates rotated to various ASDB stations where they interacted with staff and students and participated in hands-on simulations which revealed what it was like to be blind, visually impaired, deaf or hard-of-hearing.

“I’d like to thank Watermark Retirement Communities for its generous donations and tremendously positive interactions with ASDB staff and students,” said ASDB Superintendent Annette Reichman. “Watermark’s genuine interest in our students and the work ASDB performs in the areas of deaf education and blind education was remarkable. I look forward to future successful ASDB-Watermark collaborations.”

“At Watermark, one of our Operating Principles is to Learn and Grow Every Day,” said David Barnes, Watermark President and CEO. “By sharing their insights and perspectives, ASDB students helped us do just that. Thanks to ASDB, Watermark leadership across the country now has a clearer understanding of the day-to-day needs of individuals who are deaf, hard-of-hearing, blind or visually impaired. Our partnership has already provided meaningful insight into how we can better serve our residents today. I’m excited to see what will unfold in the coming months and years.”

Arizona School for the Blind Principal (ASB) Kelly Creasy was instrumental in partnering with Watermark associates and organizing ASDB activities at the event.

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“The opportunity for our students to teach adults and share their stories was extremely powerful,” said Principal Creasy. “I witnessed shy and reserved students stand tall and speak with confidence. The Watermark Team was so welcoming and we are grateful for their generous donation. It will positively impact students on the ASDB Tucson campus. I look forward to a strong partnership with Watermark in the months and years to come.”



*Watermark’s check to ASDB for \$2,500. Pictured from left to right: David Barnes, Watermark President/CEO; Kristen Rex, ASDB Assistant Superintendent; Kelly Creasy, ASB Principal; Tammy Farris, Watermark Director of Strategic Innovation and David Freshwater, Chairman of Watermark.  
(Photo courtesy of Julius Schlosburg.)*

The [Arizona State Schools for the Deaf and the Blind \(ASDB\)](http://www.asdb.org) was founded in 1912 – the year of Arizona’s statehood. ASDB serves over 2,000 children who are blind, visually impaired, deaf, hard-of-hearing, multisensory disabled or deafblind from birth to age 21. ASDB operates two schools for the deaf, one school for the blind, a statewide birth-to-three early childhood and family education program and five regional cooperatives. ASDB is dedicated to empowering young children and students with the educational opportunities necessary to succeed in college, career and life. For more information contact Ryan Ducharme at [ryan.ducharme@asdb.az.gov](mailto:ryan.ducharme@asdb.az.gov) or 602-771-1092. To learn more about Watermark, visit [www.watermarkcommunities.com](http://www.watermarkcommunities.com).

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